

Health IT Investment Program at HIMSS '18

With health care sector investment continuing a three-year boom and investors bullish on the sector, HIMSS18 will once again feature a day long investor forum, on March 7, 2018

<http://www.himssconference.org/education/specialty-programs/venture-connect>.

HIMSS investor and entrepreneur programming, now in its 13th year, will be produced by recent HIMSS acquisition, Health 2.0. Health 2.0 has a strong history of producing health information technology investment events and should thrive on the HIMSS platform. Now labeled VentureConnect, the program will convene active investors in health information technology to discuss the latest market trends and offer a platform for emerging health information technology businesses, as well as an investor breakfast and evening networking event. VentureConnect will also feature success stories from prior HIMSS and Health 2.0 venture program participants that have raised capital and achieved substantial growth.

In 2017 saw an increase in innovative combinations, such as the CVS acquisition of Aetna for \$69 billion and the Concentra-U.S. Healthworks deal. These transactions demonstrate an eagerness for companies to leverage their assets and acquire missing assets to capture greater market share. Traditional hospital systems and providers have engaged in strategic deals to expand geographic footprint or to integrate vertically. For example, Thomas Jefferson University has acquired and partnered with community hospitals and providers. UNC Health entered a strategic relationship with Carolinas health system to offer services at more patient convenient locations. Ascension Health acquired Presence Health to expand in the Chicago region. The common thread is that these deals all seek to improve efficiency, quality and convenience of care.

The current investment environment indicates substantial opportunity for emerging businesses and investors. Regulatory reduction, the three new FDA guidance documents (Software as a Medical Device: Clinical Evaluation; Clinical & Patient Decision Support Software; and Changes to Existing Medical Software Policies under the 21st Century Cures Act) and new tax laws have created additional incentive for strategic acquisitions and private investment. Moreover, newer technologies and application of technologies like blockchain and artificial intelligence are attracting substantial investor interest. Finally, growing popularity of convenient care and employer and union based on-site and near site clinics creates markets for new types of population analytics and individual wellness technologies.

I will have meeting space in the Investor Room (Titian 2206) at HIMSS '18. Please contact me to schedule time to meet.

Howard Burde